

CLAIMS:

What is claimed is:

- 5 1. A method for providing standardized genre assignments, the method comprising:
- receiving at least a first digital data transmission (200);
- wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;
- 10 identifying a jurisdiction associated with the first genre assignment schedule;
- obtaining data from the first digital data transmission that identifies the associated genre; and
- mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified
- 15 genre (240).
2. The method of claim 1, wherein:
- the identifying of the jurisdiction comprises obtaining data from the first digital data transmission that identifies a country (105).
- 20 3. The method of claim 1, wherein:
- the identifying of the jurisdiction comprises obtaining a user setting that identifies a country (105).
- 25 4. The method of claim 1, wherein:
- the obtaining of data comprises obtaining a standard content nibble (230) that identifies the associated genre.
5. The method of claim 1, wherein:

the obtaining of data comprises obtaining a user nibble (220) that identifies the associated genre.

6. The method of claim 5, further comprising:

5 the obtaining of data comprises obtaining a user nibble (220), if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble (230) that identifies the associated genre.

7. The method of claim 1, wherein:

10 the first digital data transmission is provided according to a Digital Video Broadcasting standard.

8. The method of claim 1, wherein:

the first digital data transmission comprises at least one of audio and video data.

15

9. The method of claim 1, wherein:

the first digital data transmission is received at at least one of a television and a set-top box.

20 10. The method of claim 1, wherein:

the first digital data transmission is provided in at least one of a broadcast, multicast and streaming content.

25 11. A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for providing standardized genre assignments, the method comprising:

receiving at least a first digital data transmission (200);

wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule;

30 identifying a jurisdiction associated with the first genre assignment schedule;

obtaining data from the first digital data transmission that identifies the associated genre; and

mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre (240).

12. A receiver, comprising:
means for receiving at least a first digital data transmission (200);
wherein at least one program in the first digital data transmission is associated with
10 a genre according to a first genre assignment schedule;
means for identifying a jurisdiction associated with the first genre assignment schedule;
means for obtaining data from the first digital data transmission that identifies the associated genre; and
15 means for mapping the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre (240).

13. A receiver, comprising:
20 a tuner (102) for receiving at least a first digital data transmission;
wherein at least one program in the first digital data transmission is associated with a genre according to a first genre assignment schedule; and
a control (103) associated with the tuner for executing instructions to identify a jurisdiction associated with the first genre assignment schedule, obtain data from the first
25 digital data transmission that identifies the associated genre, and map the at least one program to a genre in a standardized genre assignment schedule according to the associated identified jurisdiction and the associated identified genre.

14. The receiver of claim 13, wherein:
30 the control (103) executes the instructions to identify the jurisdiction by obtaining data from the first digital data transmission that identifies a country (105).

15. The receiver of claim 13, wherein:
the control (103) executes the instructions to identify the jurisdiction by obtaining a user setting that identifies a country (105).
- 5
16. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a standard content nibble (230) that identifies the associated genre.
- 10
17. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a user nibble (220) that identifies the associated genre.
- 15
18. The receiver of claim 13, wherein:
the control (103) executes the instructions to obtain the data by obtaining a user nibble (220), if available, that identifies the associated genre, and, if the user nibble is not available, obtaining a standard content nibble (230) that identifies the associated genre.